

Message Text

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PAGE 01 SOFIA 01468 081259Z

ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 /017 W

-----102929 082231Z /64

R 081032Z JUL 77

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 3203

INFO USIA WASHDC

UNCLAS SOFIA 1468

E.O. 11652: N/A

TAGS: OEXC, OVIP, BU

SUBJECT: BULGARIAN TV PRESENTS HIGHLY FAVORABLE PICTURE OF US
DURING PROGRAM ON ZHIVKOVA VISIT

1. BULGARIAN TV BROADCAST HALF-HOUR FILM ON ZHIVKOVA VISIT TO US 9 PM THURSDAY, JULY 7. FILM PLACED MOST EMPHASIS ON OPENING OF THRACIAN EXHIBITION AT "WORLD-RENOWNED" METROPOLITAN MUSEUM IN NEW YORK, BUT ALSO DEVOTED MUCH FOOTAGE TO ZHIVKOVA IN WASHINGTON AND SIGNING OF CULTURAL-SCIENTIFIC AGREEMENT AND PROGRAM. INCLUDED WERE COMMENTS BY DEPUTY ASSISTANT SECRETARY ARMITAGE AT METROPOLITAN, LENGTHY SECTION WITH ASSISTANT SECRETARY DUFFEY, AND SHORTER CLIPS WITH MS. HANKS, ROGER STEVENS, USIA DIRECTOR REINHARDT AND HOSTS IN SAN FRANCISCO AND LOS ANGELES.

2. FILM INCLUDED SOME HANDSOME FOOTAGE ON NEW YORK, WASHINGTON, SAN FRANCISCO AND LOS ANGELES. MAJOR THRUSTS WERE: TALENTED, DYNAMIC AND CREATIVE AMERICAN PEOPLE FOR FIRST TIME WILL HAVE OPPORTUNITY TO LEARN ABOUT THRACIAN TREASURES AND ABOUT BULGARIA, A COUNTRY WHICH IS ALL BUT UNKNOWN IN US; SIGNING OF CULTURAL AGREEMENT INAUGURATES NEW PHASE IN US-BULGARIAN RELATIONS, COUNTRIES WHICH HERETOFORE HAVE BEEN ESTRANGED BY GEOGRAPHIC AND HISTORICAL FACTORS, MAKING POSSIBLE BEGINNING OF DIALOGUE AND MUTUAL COOPERATION IN INTEREST OF WORLD PEACE.

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3. COMMENT: THIS IS THE FIRST BULGARIAN TV FILM ON US WE CAN RECALL WHICH CONTAINS NO NEGATIVE FOOTAGE OR COMMENT ON AMERICAN LIFE, SOCIETY OR INSTITUTIONS. NO DOUBT FOR REASONS OF BALANCE, SECOND HALF OF THE HOUR-LONG TV PROGRAM (ACTUALLY THE FIRST IN A SERIES OF WEEKLY PROGRAMS PRODUCED BY TOMA TOMOV UNDER TITLE "THE WORLD IN ACTION") WAS ON "THE

CRISIS OF CAPITALISM IN THE WEST," BUT FOCUS HERE WAS ON
ECONOMIC PROBLEMS IN UK AND WEST GERMANY AND US WAS MEN-
TIONED ONLY IN CONNECTION WITH LONDON SUMMIT IN MAY.

4. P&C HAS TAPED ZHIVKOVA IN AMERICA SEGMENT AND WILL
POUCH USIA.
HERZ

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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Executive Order: N/A
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SAS ID: 1919798
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